

# **FOCUS ON COMMUNICATION**

**EXERCISES FOR STUDENTS**

## Scopul caietului de exerciții. Modalități de utilizare.

Caietul de exerciții la limba engleză, nivel intermediar-avansat, își propune să dea studenților care urmează cursurile Facultății de Comunicare și Relații Publice în sistemul Învățământ Deschis la Distanță (IDD) posibilitatea de a exersa situații comunicaționale și terminologia specifică teoriilor comunicării. Pentru a avea dreptul de a accede la examenul scris, toți studenții din seriile de începători anul II vor avea obligația de a completa integral exercițiile de la temele 1-7 din caiet, cu scris de mână, de a le organiza sub forma unui dosar și de a le preda profesorilor în ziua testării. Acest caiet va reprezenta numai o condiție obligatorie pentru intrarea în examen, nu va constitui parte din nota studentului, care se va obține pe baza testului scris.

Fiecare temă din caiet, ca și din curs, este concepută în patru părți, de aproximativ aceeași mărime și importanță în structura generală. Cea dintâi componentă este una comunicațională, cuprinzând exerciții de scriere corectă în limba engleză, de la prezentare până la scrisori oficiale sau interviuri pentru obținerea unui post, de la modalități de concepere a unui articol sau interviu pentru un ziar până la organizarea unor conferințe de presă. A doua structură cuprinde exerciții de gramatica limbii engleze, referitoare la verb, cel mai important și mai dificil subiect de discutat. Partea a treia conține cerințe de compoziție pe marginea textelor de comunicare despre componentele comunicării, propagandă, presă scrisă și electronică, relații publice, creare de imagine, structura organizației, imaginea politică, imaginea comercială. A patra componentă a cursului cuprinde exerciții de vocabular uzual la început, pentru ca pe parcurs să evolueze către probleme mai nuanțate și cât mai apropiate de domeniul comunicării sociale și al relațiilor publice.

## I. COMMUNICATION – PAST AND FUTURE

### 1. Describing a person

You are on the beach and you see an empty blanket on which there are a few objects spread around. You look at them and you wonder who is the person that owns these objects. And you are waiting for it to appear... The list of objects is the following:

some chewing gum, a film, a comb, a belt bag, some car keys, a camera, a picture of two old persons, some sun-tan lotion, a pair of headphones, a mirror, a towel, a pencil, a book, a letter

Now use your imagination. In the space given below, try to write a description of this person's life, answering the questions:

Is this person a man or a woman? Where does he/she come from? How old is he/she? What is his/her job? Is he/she married or single? What is he/she doing at the moment? What colour are his/her eyes?

### 2. Choose one of the following topics and have a dialogue, in the space given below:

- a. You are strolling downtown. Suddenly you meet an old friend of yours whom you have not seen since you were in elementary school. You are surprised to learn that he has become a millionaire.
- b. You are walking down the street. Suddenly you see a friend in front of you. You run up to him and say hello, but when he turns around you discover that he is a stranger.
- c. You are a teacher in the first day of school. Present yourself in front of the class and prompt the conversation with the students.

**3. Put the verbs in brackets into the correct tense:**

1. It (be) ..... for the first time that John and Mary ever (be) ..... so late. 2. It was not until she (say) ..... “yes” that she (wonder) ..... whether she (do) ..... wrong. After all, she really (not know) ..... him. 3. He asked the butler whether he (notice) ..... anything different about his master the previous night. Jackson (reply) ..... that he (notice) ..... nothing of the kind. 4. “How long you (be) ..... with him?” “23 years, Sir. Ever since he (start) ..... to be anything at all”. 5. I told you we (have) ..... guests at 8 o’clock and Mr. Johnson (be) ..... the first and (smoke) ..... a lot of cigarettes.

**4. Put the verbs in brackets into the correct tense:**

Agent Cooper (wake) ..... up at 6 sharp, as he always (do) ....., no matter where he (be) ..... or what he (do) ..... the previous day. His first thought was the realisation that he (wear) ..... the pinstriped suit, and when his eyes (fall) ..... on the reports piled around him, the events of the previous evening (come) ..... back to him. He (go) ..... to his club for supper, just (finish) ..... his turtle soup and (look) ..... forward to the second dish, when his meal rudely (be) ..... interrupted by a call from his superior. Once he (drink) ..... his black coffee, Cooper (think) ..... carefully what to put on. He (see) ..... M. at 9 o’clock that morning and (be) ..... keen on impressing the latter. Glancing at himself in the mirror, it (strike) ..... him that he (put) ..... on weight recently. He (have) ..... to pay more heed to his diet in the future.

**5. Translate into English:**

1. Copiii se joacă în parc în fiecare zi.

2. Duminica trecută am scris câteva scrisori, apoi am ascultat un concert la radio.

3. De când ești aici? Am venit azi dimineată și de atunci te aștepț.

4. - De ce nu porți ochelarii? – I-am pierdut.

5. Prietenii noștri nu vor veni în vacanță la noi.

6. Acest băiet, care s-a născut acum, e nepotul meu. Pentru că să vedeți domniile voastre: eu am avut șase fete, dintre care cea mai mare, pe care mă gândeam s-o mărit după ginere-meu, după ce va fi ieșit dascăl, s-a măritat după dascălul din Strântea, a doua s-a măritat după Mitrea lui Buduc, care acum e ctitor la biserică, pe a treia a luat-o ginere-meu, popa din Clădeni, cele două mai mici iată-le aici, iară Mili s-a măritat după ginere-meu, protopopul, și a născut pe acest copil, care acum e nepotul meu. (*Ioan Slavici – Budulea Taichii*)

6. Explain the type of noise which led to the following funny miscommunications:

- a. During the 1985 Christmas season, an 800 (call and win) number was set up so that children could call Santa Claus and tell him what they wanted for Christmas. Unfortunately, the phone lines got crossed and the little toddlers were connected to a Las Vegas bookie who dutifully informed them about the betting line on football games.
- b. A leading national shoe company premiered this slogan in 1987: "We'll only sell you the right shoe".
- c. A Seattle newspaper published a commemoration column in which Diana, Princess of Wales, was referred to as the "Princess of Whales".
- d. When Chevrolet introduced its Nova model in South America they were puzzled by the low sales. Someone then pointed out that "no va" was Spanish for "it doesn't work".
- e. In 1984 the Coca-Cola company introduced a new advertising campaign to promote a soft drink, Tab. The theme of the campaign was "Let's taste new Tab". The commercials on billboards and flies were a success, but on radio and TV people heard "Less taste, new Tab". The company had to remove the ads at considerable loss.

7. Give the synonyms and the antonyms of the following words:

source  
encoding  
cheap  
original  
response  
noise  
to initiate  
to enter  
to buy  
to manage

8. Complete the passage with these words:

information	technologies	accumulation	global	signals	productivity
unified	structure	development	worship	shape	unions
revolution	competition	stabilisation	labour	survival	

The human race is on the threshold of a new emerging civilisation: the ..... civilisation. It is an extension and a successor to the agricultural and industrial civilisation that have determined our ..... structure until now. Agricultural civilisation was the first to take concrete ..... It was established in fertile alluvial areas in the Middle East from the ..... of agricultural production,

fact which assured the .....of Homo sapiens and the .....of large amounts of social surplus. The increasing dependence of agricultural productivity on the sun and manual labour had as result the .....of two social aspects: a religion of sun .....and a system of agricultural slave .....Industrial .....provided the means by which industrial civilisation flourished. Its origins lay in the natural sciences and the machinery of the industrial .....made this possible. New society systems emerged, with the free .....of private business, commodity markets, parliamentary democracy and labour .....The monuments of the agricultural civilisation are the pyramids and temples and those of the industrial civilisation are factories and skyscrapers. The information civilisation depends on computer and communication ....., being thus invisible. Its products are .....symbols and images. It is global, it does not take into account soil or city, because it spreads all over the world in .....form. It aims to the mutual understanding and .....thinking of citizens overriding national interests and deepening different cultures.

*9. Using the verbs to declare, to proclaim, to pronounce and to state, translate the following sentences into English:*

- a. S.U.A. a declarat război Iugoslaviei.
- b. Vă declar soț și soție.
- c. Vă rugăm să declarați tot ce știți și să nu ascundeți nimic.
- d. În urma numărării voturilor el a fost declarat președinte.
- e. A fost declarat cel mai bun jucător al turneului.
- f. Vom declara poziția noastră presei după pronunțarea sentinței.
- g. Aveți bunuri de declarat la vamă?
- h. Mă declar cu totul împotriva acestei acțiuni.
- i. Vreți să faceți o declarație acum sau după ce v-ați consultat avocatul?
- j. Faimoasa Declarație de Independență a Statelor Unite ale Americii a fost proclamată pe 4 iulie 1776.

*10. Write down the nouns deriving from the following verbs:*

believe; threaten; agree; suggest; express; refer, form, correct, intend, analyse, correspond, lose, promiss, irritate, damage, inherit, decide, declare, insult, sustain.

## II. PROPAGANDA AND PERSUASION

1. *The following sentences are taken from phone calls. Imagine the reply before or after each of them.*

- a. Who's calling, please?
- b. Thanks for calling.
- c. Just a moment, please. I'll put you through.
- d. Which extension do you want?
- e. Oh, I'm sorry. I must have dialled the wrong number.
- f. Good morning, can I help you?
- g. Sorry? Can you repeat, please?
- h. Could we meet some time soon?
- i. Would morning or afternoon suit you best?
- j. Sorry, the line is busy.

2. *Write a dialogue beginning from one of the following stories, in the space given below:*

- a. You are at home alone. Suddenly the telephone rings. You pick up the receiver and hear a strange voice at the other end of the line...
- b. You know that a friend of yours is very upset because he/she hasn't passed an important exam for a scholarship in the United States of America. So you phone him/her to comfort the person. How do you start the conversation and how do you continue it?
- c. A slight acquaintance calls you on the phone to invite you at a party. You don't really like the person, so you have to quickly find good excuses for not going there.

*3. Put the verbs in brackets into the correct tense:*

- a. I (make) ..... cakes. That is why my hands are covered with flour. b. I (not understand) ..... what you (wait) ..... for. c. I am sorry I (not come) ..... to class lately. I (work) ..... late in the evenings for this fortnight. d. I really (enjoy) ..... myself at that moment. e. I (think) ..... to buy a new house last year, during the elections, but I (change) ..... my mind ever since. f. I don't know what time we (eat) ....., it (depend) ..... when Helen (get) ..... here. g. I supported you at the time because I (feel) ..... you (be) right. h. I (live) ..... here. i. Sorry I (not fix) ..... the plug yet. I (mean) ..... to get round to it, but I just (not find) ..... the time. j. At the meeting Peter (not understand) ..... what (be) ..... decided because too many people (talk) ..... at once.

*4. The sentences below contain one mistake each. Correct it:*

- a. I have once studied the guitar for three years.  
 b. I am here since three o'clock, but nobody has come yet.  
 c. When she arrived, I was waiting for three hours and a half.  
 d. I have seen him three days ago.  
 e. Will you have been having dinner out tonight?  
 f. I knew she will arrive before long.  
 g. I think it's raining tonight.  
 h. You are hating this party.  
 i. I am seeing a rabbit over there.  
 j. He always forgets people's names.

*5. Translate into English:*

- a). Crede că se comportă foarte frumos.  
 b). Mereu zice că îmi cumpără o rochie nouă.  
 c). De-abia am început să vorbesc că m-a și întrerupt.  
 d). Obișnuia să cânte când făcea duș, dar asta s-a întâmplat înainte de accident.  
 e). A plouat de la 3 la 5.

*6. Resume the following text, extracting the main ideas, in no more than five lines:*

Out of the millions of things that happen every day, print and electronic journalists decide what few things are worth reporting. Deciding what is newsworthy is not an exact science, but there are common elements that characterise it. The most important feature of a newsworthy event is timeliness, because news is new and yesterday's news is old news. A consumer who picks up the evening paper or turns on the afternoon news expects to be told what has happened earlier the same day. News is perishable and stale news is not interesting. Another quality of news is proximity, because readers and viewers want to learn about their neighbourhood, town, country. All other things being equal, things from close to home are more newsworthy than news from a foreign country. Psychological proximity is also important, for example subway riders from Bucharest will

be more interested in a material about the New York subway than the people in the same town not travelling by this means of transport. Prominence is another feature, as the more important a person, the more valuable he or she is as a news source. Political leaders, sports and entertainment figures, but also dangerous criminals give media coverage. Another golden rule is that people are interested in events with consequences on their lives, with impact. A tax increase, drought, inflation, earthquakes, all these events have consequence and are widely mediatised. The last quality we mention is human interest, stories that arouse emotion in the audience by being ironic, bizarre, tragic. Typically, these items concern ordinary people who find themselves in circumstances with which the audience can identify. Thus, when the winner of the state lottery gives half of his winnings to the elderly man who sold him the ticket, it becomes newsworthy. Anyhow, it is not easy to establish what is news.

*7. Translate into English:*

Comunicarea este un cuvânt la modă azi. Mai ales comunicarea în masă s-a dezvoltat extrem de rapid după cel de-al doilea război mondial, când eforturile s-au concentrat asupra eficienței propagandistice. Inițial, s-a considerat logic să se înceapă cu sursa, acest punct de vedere dovedindu-se o gravă eroare care își are rădăcinile în renumita teorie a glonțului. Potrivit acesteia, sursa (cel care comunică) folosește o combinație de mesaje și strategii de media pentru a influența un public ce trebuie convins, așa cum un glonte urmărește o țintă precisă. Comunicarea scrisă sau vorbită se constituia atunci când cuvintele ce urmau să constituie mesajul erau selectate și aranjate pentru a fi emise pe piață. Mai târziu specialiștii au ajuns la concluzia că impactul comunicării este mai mare dacă se începe cu publicul țintă, cel ce dă sens mesajului, pe măsură ce informațiile primite sunt procesate în contextul credințelor, atitudinilor, motivațiilor și necesităților oamenilor. Astăzi teoria lui Schramm, potrivit căreia comunicarea este o relație tranzacțională între două sau mai multe părți între care este schimbăță informația, este comun acceptată. Dacă cel care comunică nu înțelege publicul căruia i se adresează, transferul de semnificații nu se produce. Capacitatea sursei de a se pune în locul receptorului a fost denumită empatie, aceasta începând să funcționeze în primii ani de viață, atunci când copilul învață să preia rolul altuia.

## 8. Give the synonyms and the antonyms of the following words:

effective  
careful  
publicity  
employee  
stable  
adequate  
ability  
manager  
to persuade  
to extend

## 9. Complete the passage with these words. There are two words in surplus in the table.

public	reap	market	fame	wealth	ambition
respected		jet set	whizz-kid	success	best-seller
rising	achieve		rocketed	expanding	potential

What is success? Achieving a long-held ..... ? Earning a million by the time you are twenty five? Joining the .....? .....to the top of your chosen profession? Writing a .....? .....means different things to different people, but one has managed to ..... all this in a very short space of time. Jeff Johnson was still at university when he realised the .....profits to be made from the sale of posters to an eager public. The poster stall he organised every Sunday was regularly surrounded by enthusiasts eager to find something new. So, after graduating, he took a loan, rented office space and acquired a stock of posters. Soon his business was ..... rapidly and he was able to purchase a warehouse, which he renovated and used as a centre for his operations. Other shops were opened in different parts of the country and sales ..... Hard-headed businessmen crowded to buy shares in this .....'s company when it went public and Jeff was able to .....the rewards of his hard work by taking time off to buy a house and get married. He is still only in his mid-twenties, a father of two, and a .....businessman with a product which is a .....leader. To admirers of his accomplishments he points out that he has had to make sacrifices. "It's difficult to maintain one's privacy", he says. "Once you are successful, you have to live in the .....eye to a certain extent".

## 10. Translate the following sentences:

Susține că n-a văzut nimic. Afirmează că nu a văzut-o la ora respectivă acolo. Acuzatul își menține declarația. Ea susține că soțul ei ar fi bătut-o. Afirmați că ați fost martoră la accident cu toate că ați fost văzută în altă parte? Susține să i se plătească daune în urma accidentului. Știu că minte, dar susține acum că n-a spus nimic. Ea tot susține într-una că ei nu i s-a spus nimic. După toate acestea vă mai susțineți punctul de vedere? Cotidianul "The Times" susține că are informații precise cu privire la scandal.

### III. MASSES OR ELITES?

1. Make all the changes and additions necessary to produce, from the following sets of words and phrases, sentences which together make a complete letter.

Dear Diana

- a. Thank you/much/your letter/arrive/few days ago.
- b. It be lovely/hear/you.
- c. I be sorry/I not write/such/long time/but I/be very busy.
- d. As you know/we buy/new house/September.
- e. It be/very bad condition/and it need/a lot/work.
- f. We finish/most/it now/and it look/very nice.
- g. Peter and I/decide/give/house-warming party/May 3<sup>rd</sup>.
- h. You think/you able/come?
- i. Please give me/ring/let/know/you/make it.
- j. I/really/look forward/see you again.

Love,

Jenny

2. Write a letter to your internet supplier, showing that you are very pleased with the services rendered up to now and that you hope they will keep on working like that. Do not forget to write down the addresses, the date, the proper salutation and complimentary close.

3. Give passive equivalents to the following active sentences:

- a. The dog frightens her.
- b. The team is carrying out an interesting experiment.
- c. You found the door shut.
- d. She was cooking dinner when he came.
- e. They have built three blocks of flats by now.
- f. They had been digging the garden for two hours when it started to rain.
- g. Somebody will do justice.
- h. She said somebody would announce him.
- i. Did your mother tell you we had left?
- j. They have given him the job he was looking for.

4. Make passive sentences using the tense required by the adverbials:

1. (promise, an electric train, little Jimmy) for his birthday.
2. (arrange, the furniture) right now.
3. (embroider, my grandmother, this tablecloth) when she was a girl.
4. (destroy, the little hut, the wind) during the storm.
5. (analyse, the problem) tomorrow.
6. (attack, the monkeys, the explorers) the previous day.
7. (congratulate, he) when I saw him.
8. (throw away, that junk) this morning.
9. (look, into the matter) next week.
10. (not live, in this castle) for 200 years.

5. Translate into English:

Duminică noaptea s-a abătut asupra Marii Britanii o furtună puternică, care a provocat moartea a 5 persoane și rănirea gravă a altor 8. Au fost înregistrate de asemenea zeci de răniri ușoare. Numeroase încruperi ale curentului electric au fost determinate de vântul extrem de violent. Mașinile staționate pe trotuar au fost purtate de vânt la zeci de metri depărtare. Una dintre victime a fost atinsă de un arbore smuls de vânt. Importante pagube au fost aduse și unor nave care staționau în porturi. Au fost recepționate apeluri SOS lansate de o navă aflată în larg.

*6. Read the following text and then answer the questions:*

Mass communicators have a set of common characteristics which distinguish them from other groups and institutions. First of all, mass communication is produced by complex and formal organisations characterised by specialisation, division of labour, focussed areas of responsibility. This means that mass communication will be the product of a bureaucracy. As in most bureaucracies, decision-making will take place at several different levels of management and channels of communication within the organisation will be formalised. Another important factor that characterises the mass communicator is the presence of multiple gatekeepers. A gatekeeper is a person or group which has control over what material eventually reaches the public. Gatekeepers exist in large numbers in all mass communication organisations, some being more obvious than others. The third rule is that mass communication organisations need a great deal of money to operate, so that they have to have strong financial resources in order to penetrate the market. That is the reason why small companies unite and form “mega-media concerns”. Another characteristic of mass communicators is that these organisations exist to make profit. The consumer is the ultimate source of this profit, but there are various secondary means of financing. Last but not least, mass communication organisations are highly competitive. Since the audience is the source of profit, mass communicators compete with each other as they attempt to attract the public.

*Questions:* Which are the five characteristics of mass communicators? What is a gatekeeper? Why should mass communication be formalised? Which is the ultimate source of mass communicators? Why do mass communication organisations compete? What are mega-media concerns?

*7. Complete the missing words in the following texts:*

a. The struggles which .....to transform the legitimate hierarchies through the legitimating of a still .....art or genre, such as photography or the strip cartoon, or through the .....of minor or neglected authors, are precisely what creates legitimacy by creating belief in the value of the .....in which the value is produced and reproduced. These arts, not yet fully legitimate, which are .....or neglected by the big holders of educational capital, offer a .....and a revenge to those who, by appropriating them, try to remove the existing systems, having in the same time a great impact over the .....

*Missing words:* aim, disdained, game, illegitimate, refuge, audience, rehabilitation.

b. What makes a best seller? This is a sixty-four dollar question. It can be answered, .....largely by guess and summarise, and never satisfactory to the .....who wants a formula. The creation of a best seller does not follow an exact .....anymore than does the making of a .....man. Moreover, since there is not just one .....audience, no single formula could be expected. There are certain elements of.....appeal, as religion, sensationalism, information and guidance, or adventure, democracy, humour, ....., juvenile suitability, timeliness and so on.

*Missing words:* though, best seller, pattern, successful, inquirer, characterisation, popular.

8. Write an essay about soap operas.

9. Give the synonyms and antonyms of the following words:

profit

agent

extensive

irrational

popular

distinguished  
revenue  
demand  
to gather  
to conceal

*10. Complete the sentences with these phrases:*

standing ovation	soap opera	supporting roles	low-budget
prime-time	box-office success	sub-titles	final curtain

1. Despite being a critical disaster, the film was a huge .....
2. The orchestra and their conductor were given a.....at the end of the concert.
3. People who are addicted to a particular .....seldom miss an episode.
4. It wasn't until the .....fell that the audience voiced their disapproval by hissing and booing.
5. At the local arts cinema, foreign films are usually shown with ....., and only occasionally dubbed.
6. Compared with most American blockbusters, it was a .....film, as very little funding was available.
7. Programmes on .....television attract the greatest number of viewers.
8. Although the lead actor and actress were excellent, the .....were very well acted, too.

*11. Join the halves:*

- a. If money were not spent on advertising, it would give manufacturers the opportunity to
- b. Some firms spend large sums of money on advertising to
- c. The target audience is the selection of the population to
- d. A jingle is a short tune to
- e. Ego bait is intended to
- f. Many manufacturers see advertising as an insurance policy which gives them the opportunity to
- g. Advertising can be seen as a means to
- h. The advent of satellite television has opened up possibilities for international advertising agencies to
- i. A hoarding is a site for poster advertising which some firms use to
- j. If manufacturers do not advertise when sales fall they might have to
- k. The Trade Descriptions Acts were passed to
- l. The purpose of much advertising expenditure on established brands is to
- 1. flatter the target audience by pandering to their self image and making them more receptive to the advertising message.
- 2. substantially reduce the cost of the goods to the consumers.
- 3. remind the public the name of the brand.
- 4. ensure that advertisers do not make false statements about their products, services.
- 5. attract the attention of people such as pedestrians and motorists.
- 6. communicate between those with goods and services to sell and those who might benefit from those goods and services.
- 7. Reduce large numbers of their workers.
- 8. which the advertising message of a television or radio is sung.
- 9. whom the advertisement is intended to appeal
- 10. restrict the entry of competitors into the market.
- 11. advertise throughout the world with a single commercial.
- 12. Protect themselves against their own too-optimistic forecasts.

12. Translate the following sentences, using the following verbs and phrasals: to account for, to elucidate, to explain, to expound, to interpret.

1. Încearcă să-i explici, sigur va înțelege.
2. Asta explică de ce n-au venit la timp.
3. Adaugă și o notă explicativă la scrisoare.
4. Teoria aceasta trebuie să fie explicată în detaliu pentru a fi înțeleasă corect.
5. E o neînțelegere care se cere explicată cât de curând.
6. Explică acest pasaj în mod personal!
7. Va trebui să te explici!
8. Oboseala nu explică totul!
9. Mâine va ține o prelegere și își va explica doctrina.
10. Adaugă un comentariu la lucrare, acesta va explica sensul întregii acțiuni.

## IV. THE POWER OF THE PRESS

1. Translate into English a letter of request and a letter of application:

a. Domnule Decan,

Subsemnatul ....., student în anul ..... la Facultatea ..... din cadrul Universității....., vă rog să îmi aprobați cazarea în unul din căminele universității pentru anul universitar 1999-2000. Solicit acest lucru deoarece am absolvit anul universitar anterior cu media ..... și nu domiciliez în această localitate.

Vă mulțumesc anticipat.

Data:.....

Semnătura:.....

b. Stimate domn,

Ref.: Asistent – Departamentul Relații Publice

Am aflat prin intermediul anunțului apărut în ziarul “România liberă” din data de 25 octombrie 1999 despre oportunitățile de angajare pe care firma dumneavoastră de publicitate le oferă studenților. După cum veți vedea din Curriculum Vitae alăturat, sunt student în anul ..... la facultatea ..... Am obținut rezultate foarte bune în anii de studiu anteriori, iar perioadele de practică au constituit începuturile formării mele ca viitor specialist în domeniu.

Aș dori să scot în evidență calitățile pe care consider că le posed și care cred că vin în întâmpinarea cerințelor postului oferit de dumneavoastră. Calități comunicaționale - știu să mă fac ușor înțeles și reușesc în multe cazuri să îi conving pe ceilalți să adopte ideile mele, lucrez foarte bine în echipă. Cunoștințe teoretice de comunicare socială și relații publice - dobândite la cursurile și seminariile din facultate. Cunoștințe temeinice de limba engleză și computer - dobândite pe perioada liceului și a anilor de facultate.

Dacă aceste abilități sunt de interes pentru firma dumneavoastră, sper că mă veți contacta la adresa menționată mai sus. În cazul unui interviu, vă voi explica mai amănuntit de ce consider că sunt potrivit pentru postul de asistent la Departamentul Relații Publice.

2. Rearrange the following paragraphs in the correct order to make up a covering letter.

- a. At the moment I am working part time as an independent agent for Romanian and German importers of Chinese textiles and chemical products. I find the relevant Chinese factories for the buyers, negotiate for them and translate their contracts into Chinese, Romanian or English.
- b. I would appreciate if you considered meeting or speaking with me within the next two months about the possibility of my working for your company.
- c. I am writing in order to enquire about the possibility of an opening in your company. My goal is to find a position in an international company and I would be interested in either research and development or marketing and sales.
- d. Please find enclosed my CV containing further details of my educational background experience.
- e. I am particularly interested in finding a position that would offer me management training, and that would involve my knowledge of chemical processes and my foreign language skills.
- f. My long experience of actively participating in committee meetings as a representative of my student unit has given me good presentation skills, as I am able to present ideas clearly and concisely to an audience.
- g. The liaison work I have been doing has been challenging. I have learnt a great deal about the cultural differences in conducting business with Asian and European clients.
- h. I see my strong points as my ability to lead teams and manage tasks and groups, take the initiative, solve problems, make decisions and open and maintain friendly relationships with people from all walks of life, I have limitless energy and I am willing to work hard to achieve all the goals of any task I am set.

3. Make up phone a dialogue or a letter on the following topics:

- a. You are a student. Arrange through the telephone an appointment at your dean with the secretary of the faculty.
- b. Write a letter of thanks for the scholarship offered to you by the board of the faculty.
- c. Write a polite letter of refusal to take part in the opening ceremony of an organisation.

## 4. Supply the correct tense of the verbs in brackets:

- a. I won't call you if nothing (to happen) ..... b. If the engine (not to be cold) ..... , don't pull out the choke control. c. I will call the electrician if the lights (to fail) ..... again. d. If more governments (to wake up) ..... to what is happening, perhaps he would be able to avoid the disaster. e. It would be risky if you (to drive) ..... this old car to Spain. f. I would take the day off if I (to have) ..... stomach ache. g. I (to stop) ..... working if I won a lot of money. h. If they (to change) ..... more money, they could have stayed in a hotel. i. Perhaps dad wouldn't have been so surprised if he (to hear) ..... the boys talking about it. j. Even I had run as fast as I could, I (to miss) ..... the bus.

## 5. Complete the following conditional structures:

- a. If it doesn't rain for months .....  
 b. If a driver sees a zebra crossing the street .....  
 c. I shall be happy if .....  
 d. I should be rich and successful if.....  
 e. I won the prize unless .....  
 f. If I went to visit London, .....  
 g. I should have called you if .....  
 h. I would have bought myself a new car in case.....  
 i. Had I been in your place .....  
 j. Unless he had told me differently .....

## 6. Translate into English:

- a. 1. Dacă îți vei face datoria, vor fi mulțumiți. 2. Dacă ne-am fi oprit acolo, am fi ajuns înapoi foarte târziu. 3. Nu fura merele dacă ceilalți băieți nu-l îndemnau să o facă. 4. Dacă îl vei întreba ce înseamnă pentru el reclama, îți va spune ceva ciudat. 5. Dacă ai lua un ziar, ai găsi probabil un număr de cuvinte pe care nu le înțelegi. 6. Dacă din întâmplare nu voi veni la timp, nu mă aștepta. 7. Dacă aş fi în locul tău, aş face orice mi-ar spune. 8. Dacă aş fi fost atât de obosit, mi-aş fi luat câteva zile de concediu. 9. În caz că m-ar fi căutat, sora mea nu m-ar fi dat la telefon. 10. Să fi știut ce mă așteaptă, nu m-aş fi angajat acolo.
- b. ...și tot astfel, dacă închid un ochi, văd mâna mea mai mică decât cu amândoi. De aş ave trei ochi, aş vede-o și mai mare, și cu cât mai mulți ochi aş ave, cu atâtă lucrurile toate dimprejurul meu ar părea mai mari. Cu toate astea, născut cu mii de ochi, în jurul unor arătări colosale, ele toate, în raport cu mine păstrându-și proporțunea, nu mi-ar părea nici mai mari, nici mai mici decât îmi par azi. (Mihai Eminescu – *Sărmănuș Dionis*)

7. Read and translate the following text and then answer the questions.

At the individual level, the functional approach to media is given the general name of the uses-and-gratifications model. In its simplest form, this model posits that audience members have certain needs that are satisfied by using non-media and media sources. The actual needs satisfied by the media are called media gratifications. Our knowledge of these gratifications typically comes from surveys that have asked people a large number of questions about how they use media. Several researchers have classified the various uses and gratifications into a fourfold category system: cognition, diversion, social utility, withdrawal. Cognition means the act of coming to know something. When a person uses a mass medium to obtain information about something, than he or she is using the medium in a cognitive way. Diversion can take many forms, including: stimulation, or seeking relief from boredom or the routine activities of everyday life; relaxation, or escape from the pressures and problems of day-to-day existence; emotional release of pent-up emotions and energy. Psychologists have also identified a set of social integrative needs, including our need to strengthen our contact with family, friends and others in our society. The media function that addresses this need is called social utility, and this usage can take several forms: that of conversational currency (media provide a common ground for social conversation) or that of parasocial relationship (the TV set represents a voice in the house for people who might otherwise be alone). On the other hand, humans occasionally need to escape from certain activities and they use media not only for relaxation but also for purposes that are best described as withdrawal uses. At times, people use the mass media to create a barrier between themselves and other people or other activities. For example, the media help people avoid certain chores that must be done.

*Questions:* To what does the “uses and gratifications model” refer? Which are the main gratifications obtained through the media? Which are the basic forms of diversion through media? What is social utility? What is parasocial relationship? What is withdrawal?

8. Translate into English:

În general, mass media sunt clasate în categorii, în funcție de câteva criterii: întinderea audienței (potențială/efectivă, locală/națională/internațională); natura mesajelor (audiovizuale/textuale); îclinații spre anumite obiective (funcții – a informa/a distra). Criteriul cel mai pertinent de a le deosebi constă în modalitatea de comunicare deosebindu-se trei mari familii: mediile autonome, care nu au pentru transmitere un suport tehnic specific (cărți, ziar); mediile de difuziune, care au ca suport de difuziune undele hertziene și care pot acoperi simultan spații foarte mari (radio, TV); mediile de intercomunicare, permitând o comunicare la distanță în dublu sens (telefonul). După alte criterii, mediile pot fi clasificate în: medii de prezentare (vocea, corpul, fața), cele care folosesc limbajul natural al cuvintelor, mimica, gestica; medii de reprezentare (cărțile, pictura, fotografiile, arhitectura), cu caracter simbolic și coeficient de creativitate; mediile mecanice (telefon, radio, TV).

9. Write an essay giving your opinion about the role of media in one of the following situations:

- a. The rise and fall of super-stars in music industry (example: Michael Jackson).
- b. The image of the president of a country for the citizens (example: the role of media during the Watergate scandal, which lately brought to the resignation of president Richard Nixon).

10. Do the following exercises:

a. Complete each sentence with a word formed from one of these verbs: *catch, censor, circulate, cover, criticise.*

1. The new gallery was given the seal of approval by the Observer's art ...., who wrote several enthusiastic articles about it.
2. Roy Richardson is one of the BBC's veteran cricket.....
3. Under the Government's wartime .....rules, all newspaper articles had to be checked by officials before being printed.
4. The tabloids have excellent .....of scandal and sport: the quality papers deal with everything else.
5. The local newspaper's.....fell dramatically when the editor was sacked.
6. That jingle from the teabag ad is so .....that I can't get it out of my head.

b. Choose the correct word or phrase from the pair in brackets to complete each sentence:

1. The actors have been .....the play all this week. (rehearsing/repeating).
2. The audience applauded wildly when the director appeared on the ..... to take his bow. (scene/stage)
3. I've been watching a fascinating new .....of art programmes. (serie/series)
4. Although the play has a large number of ....., it is comparatively easy to follow the plot. (characters/persons)

5. If you don't like that programme, you can always switch over to a different .....  
(channel/canal)
6. The latest television dramatisation was filmed entirely .....in a country village not far from here. (in the wild/on location)
7. Which .....did Marlene Dietrich play in her last film? (role/performance)
8. What a wonderful .....of "A Midsummer Night's Dream" that was in the Evening Herald?  
(critic/review)

*11. Give the synonyms and antonyms of the following words:*

to motivate

promotion

usual

satisfying

compliance

to recruit

ability

relevant

casual

skill

purposeful

link

reliance

regulation

premise

*12. Translate into English the following sentences, using the verbs to notice, to observe, to perceive and to remark.*

1. Am observat imediat toate schimbările din cameră.
2. A observat cineva că am întârziat?
3. Nici nu am observat când a venit tata.
4. Ai făcut o observație cam obraznică.
5. Observă-l cu multă atenție, să vezi ce face.
6. Nu observ să fie vreo diferență între desene.
7. L-am observat de mult, fii liniștit.
8. Am observat o ușoară ezitare în răspunsul ei.
9. L-am observat imediat în acel grup zgomotos.
10. Am observat că nu mai purta inelul de logodnă.

## V. THE NEWSPAPERS AND THE MAGAZINES

*1. Complete the following sentences which open and close business letters:*

- a. Our firm is aware that you are exporters of .....
- b. Your name was given to us by.....
- c. We are informed that your firm produces.....and we would be interested in.....
- d. If you are interested in buying our merchandise we inform you that.....
- e. We are very interested in your offer as so .....
- f. If you agree with our terms, please .....
- g. We are looking forward to .....
- h. We thank you for your confidence in us and .....
- i. Having favourably solved our first offer, we hope .....
- j. We would certainly appreciate .....
- k. You may be sure of .....
- l. Enclosed to this letter .....
- m. With our best thanks .....
- n. We kindly entrust you that we are able to settle the matter .....

*2. Translate into English the following letters:*

**a. Letter of ordering**

Stimate domnule Causio,

Veți găsi alăturat comanda noastră, Nr. DR4316, de pulovere pentru tineri, toate culorile și mărimele pe care le oferiți în catalog.

Am hotărât să acceptăm reducerea de 15 % și condițiile de plată pe care le doriți, dar insistăm să rediscutăm acești termeni contractuali în viitorul apropiat.

Veți găsi alăturat documentele de transport și ordinul de plată de la Banca Northminster din Birmingham.

Dacă nu aveți în stoc obiectele solicitate, vă rugăm să nu ne trimiteți altele care să le înlocuiască.

V-am fi recunoscători dacă ați face livrarea în termen de 6 săptămâni. Așteptăm cu nerăbdare răspunsul dumneavoastră.

Cu respect,  
Lionel Crane  
Director general

**b. Letter of complaint**

Stimate domnule Causio,

Vă scriu pentru a face o plângere în legătură cu transportul de pulovere pe care l-am primit ieri în urma comenzii noastre din data de 10 martie.

Cutiile în care erau ambalate puloverele erau desfăcute și păreau că s-au rupt în timpul transportului. Din documentele pe care ni le-ați trimis, am constatat că 30 de obiecte au fost furate, având valoare generală de 1.500 £. Din cauza deteriorării cutiilor, alte câteva obiecte nu mai pot fi vândute ca articole noi.

Pentru că vânzarea s-a făcut în bani ghiață, vă rugăm să ne contactați urgent pentru a stabili compensațiile. Veți găsi alăturat o listă cu bunurile dispărute și cele deteriorate, iar noi vom păstra stocul intact până când vom primi instrucțiunile dumneavoastră.

Cu respect,  
Lionel Crane  
Director general

**3. Choose a topic and write a letter:**

- a. Request for a catalogue from a firm of tapes and cassettes whose products you have seen at a fair.
- b. You are the director of an advertising agency, answer to the proposal of co-operation of a television station.
- c. Answer the two letters you have translated before, on behalf of Mr. Causio.
- d. Write a letter of complaint for the products you have ordered from a company of cosmetics. The items arrived to you very damaged.
- e. You are the manager of a firm which offers shipment for goods. Write a reply to another company, explaining the ways in which you can help them with transport.
- f. You are the manager of a small company. Write a letter to a larger company in the same field, proposing to co-operate in certain activities.

**4. Finish the sentences:**

1. It is important that this paper .....
2. My mother took me to the cinema so that I .....
3. He didn't dare ski lest he .....
4. I wish you .....
5. I suggest that he .....

**5. Replace the Infinitive in brackets with the appropriate forms of the Subjunctive:**

1. You had better (to listen) ..... to me. 2. It is likely that he (to be) ..... awarded a prize. 3. I wish you (to learn) ..... better. 4. I asked her if this (to be) ..... what she meant. 5. You look as if you (to be) ..... tired. 6. Whoever they (to be) ..... tell them to wait. 7. Even though she (to ask) ..... she would not have been given an answer. 8. It is high time you (to make up) ..... your mind whether you want to do the job or not. 9. She had rather (to come) ..... with you. 10. I should like to have a rest rather than (to join) ..... you on the trip.

**6. Translate into English:**

a. A sugerat să ne petrecem vacanța la mare. b. Mă îndoiesc că va fi aici până mâine. c. Dacă este nevoie putem să ne oprim acum. d. Ai face mai bine să mergi cu noi. e. Chiar dacă ai fi insistat nu l-ai fi convins. f. S-a hotărât ca proiectul să fie gata până la sfârșitul lunii. g. Ar fi bine să notezi aceste lucruri ca să nu le uiți. h. Mi-e teamă să nu se strice vremea. i. Prefer să învăț totul de la început. j. Mi s-a ordonat să-mi schimb programul de lucru. k. Oriunde ar lucra, ea întotdeauna va fi lăudată de toată lumea. l. Indiferent ce gândești despre mine nu-ți dau rochia mea s-o porți la bal.

**7. Conceive a composition on one of the following topics:**

- a. Things you would rather do.
- b. If you were the first man on the moon, what would you write back home?
- c. Which are your secret wishes?

*8. Translate into English:*

a. Pentru aniversarea celor zece ani de la căderea Zidului Berlinului, ministrul federal german pentru problemele tineretului, Christine Bergmann, și autoritățile noii capitale a Germaniei reunificate au invitat circa 1000 de tineri din Europa la o sărbătoare ce va dura mai multe zile și care va avea punctul culminant pe 9 noiembrie, seara, de-a lungul urmei fostului Zid și mai ales în fața Porții Brandenburg. În plan politic, foștii președinți sovietici și american, Mihail Gorbaciov și George Bush, protagoniștii reunificării germane, fostul și actualul cancelar, Helmut Kohl și respectiv Gerhard Schröder, vor lua cuvântul pe 9 noiembrie în Bundestag (camera inferioară a parlamentului german). În perioada 5-10 noiembrie, tineri cu vîrste cuprinse între 16 și 25 de ani, veniți din Germania și alte 24 de țări europene, vor avea ocazia să cunoască orașul și istoria sa și să discute mai ales cu martori direcți ai căderii Zidului Berlinului. În zilele denumite de guvernul german Festivalul european al tineretului, tinerii vor asista la numeroase conferințe privind rolul Berlinului în Europa și relațiile Est-Vest, având ocazia de a-și face cunoscute opiniile privind edificarea în comun a continentului european, declară doamna Bergmann [...]. (*România Liberă*, 4 noiembrie, 1999).

b. Revoluția din decembrie 1989 a adus în spațiul cultural românesc o problemă puțin dezbatută: rolul elitelor în societate. Până la acel moment teoria socială și politică avusea drept principale ţinte grupările socio-profesionale, structurile și raporturile dintre clasele sociale. Dinamica socio-politică postdecembristă a scos la iveală insuficiența unui asemenea tip de analiză. Diversitatea actorilor politici, coagularea raporturilor dintre liderii sau promotorii proceselor schimbării și diversitatea structurii sociale ce se infiripau în societatea deschisă de implozia totalitarismului, aduceau în prim planul reflecției sociale nevoie de nuanțare a discursului clasial. Și aceasta întrucât, dincolo de clase și categorii sociale, de acțiunea colectivă, spontană sau organizată, articularea structurilor politice democratice și a societății civile a focalizat interesul social asupra afării și impunerii de lideri. Să ne amintim de sloganul începuturilor revoluției “Avem nevoie de un Havel al nostru”, care, în afara conotațiilor antililiesciene, a fost expresia ofertei reduse de personalități apte să-și asume promovarea transformării radicale beneficiind, în același timp, de o acceptare socială convenabilă. Paradoxal, odată clamat, acest imperativ nu a fost prilej de compromis între personalități sau grupări politice aflate în centrul evoluțiilor politice. Dimpotrivă, orgoliul unora a prevalat în fața oportunităților revoluției, iar sloganul și-a accentuat repede trăsăturile luptei staliniste pentru putere, transformându-se practic în “Jos Iliescu!”. Revoluția nu a fost furată ci a fost ratată, unele dintre “elitele” aflate la startul revoluției nefiind pregătite pentru a stăpâni complexitatea partiturii, au optat pentru aria învățăbirii în speranța de a-și consolida pozițiile. (Alexandru Florian – *“Elitele și revoluția”*, în *“Societate și cultură”*, 1/1998).

*9. Read the following text and then answer the questions.*

[...] The ongoing political and economic transformations in the Republic of Moldova have induced a process of reorganisation in the sphere of media and in the legal framework of the journalist work. The lack of proper legal regulation in the totalitarian era has made it practically impossible for the media to publish any critical information concerning the upper ruling circles and a whole range of social phenomena. The legislative vacuum engulfing the sphere of social life was affecting the media as well. In recent years, media situation has changed considerably. In the course of establishing a government of law, society could not disregard the media. There was an urgent need to establish a legal basis for the work of journalists. The recent political and social changes disclosed many social cankers: drugs, prostitution, organised crime, corruption in the upper levels of government, the existing problems of multiethnic relations, the decreasing social status of the language of the most numerous ethnic group in the country, the need to adopt the Latin alphabet. The media were the first to sound the alarm; however, the response consisted in threats and accusations aimed at the most intrepid and honest journalists. The lack of media legislation was more than obvious. The long-awaited day came in 1999 with the adoption of the Press and Media Act (still within the former Soviet Union). On its ratification, the act came into effect in the Republic of Moldavia. This act eliminated the strict political control over the press and provided acceptable work conditions for the journalists. It established the freedom of media and the inadmissibility of censorship. Now there was more freedom, but the responsibility of the editorial staff and the author for the published information increased as well. Nevertheless, the freedom of press is not absolute. The press is prohibited from disclosure of state secrets, propaganda of war, cruelty, and violence, race, national, and religious discrimination. Another important point is the legalisation of the right to publishing. The act established that media may be founded by government agencies, lawfully acting parties and organisations, as well as by private persons of legal age. The act also regulated the relations between editors and founders, editors and authors, stipulating also the right of the editors to collect information. Thus, conditions were set to grant freedom of speech and freedom of press and to give all power structures the opportunity to propagate their views through the mass media. This legislative act was in line with the requirements of the respective historical period [...]. (*“Freedom of Speech and Freedom of Press in the Republic of Moldova”*, by Alla Byelostechnik, in *“Balkan Media*, vol. V, no. 2, summer 1996/1997).

*Questions:* What changed in the Moldavian legislation concerning media in the beginning of the 90's? Was it easy for the Moldavian journalists to do their job? What difficulties did they encounter? What were the main provisions of the Press and Media Act of 1990 in Moldova? Was this law all that the journalists needed to protect their work conditions? Do you think it is easy to work as a journalist in a small former communist country?

*10. Insert in the blanks the right word:*

a. We should consider the major changes in .....that were prompted by the success of the mass press during the 1833-1860 period. In short, we can identify four such changes. The .....press, sold for a penny daily, changed the basis of economic support for ....., the pattern of the newspaper ....., the definition of what constituted .....and the .....of news collection. Before the penny press, most of a newspaper's economic support came from .....revenue. The large circulation of the penny press made .....realise that they could reach a large segment of potential .....by purchasing space. Moreover, the .....of the popular papers cut across political .....and social .....lines, thereby assuring a .....advertiser of a broadly based audience. As a result, advertisers were greatly attracted to this new .....and the .....newspapers relied significantly more on advertising revenues than did their predecessors.

*The missing words are the following:* distribution, buyers, potential, mass, penny, subscription, class, medium, readership, techniques, advertisers, newspapers, news, party, journalism.

b. Appearing with the consolidation trend and enjoying a short but lively reign was .....journalism. At the end of World War I, the United States found itself facing a decade of prosperity: the .....twenties. The radio, Hollywood, the airplane, prohibition and Al Capone were all .....that captured national attention. It was perhaps inevitable that .....would reflect the times. The papers that best exemplified jazz journalism all sprang up in New-York between 1919 and 1929; all were characterised by two features: they were ....., printed on a page that was about one half the size of a normal newspaper page; they were all richly illustrated with ..... The New-York Daily News had a slow start but by 1924 .....on. Its tabloid size was easier for the people to .....while reading on buses and .....; it abounded with photos and .....; writing style was simple and ..... The "News" also blended a large portion of .....with its news. Comic ....., gossip ....., advice to the lovers, ..... and sports were given large chunks of space.

*The missing words are the following:* horoscopes, roaring, subways, gossip, jazz, tabloids, caught, handle, topics, photographs, cartoons, newspapers, strips, short, entertainment.

*11. Translate into English, using the verbs to earn, to gain and to win:*

- a. Cât câștigi la firma aceea?
- b. Câștigă bine, are o casă mare și o mașină frumoasă.
- c. Nu câștigi nimic dacă nu spui adevărul.
- d. A câștigat premiul întâi la concursul de informatică.
- e. E un tip interesant, a câștigat faimă internațională cu invenția lui.
- f. I-a câștigat încrederea, a angajat-o ca secretară particulară.
- g. Trebuie să facem ceva să câștigăm timp.
- h. Finala a fost câștigată la puncte.
- i. Câștigătorii vor primi câte un bilet de călătorie gratuit.
- j. Își câștigă existența cum poate, nu se descurcă grozav.

*12. Do the following exercises:*

*a. Supply the suitable words:*

- |                                                                                                            |                 |
|------------------------------------------------------------------------------------------------------------|-----------------|
| A person who sends news, articles, reports to a newspaper                                                  | is called ..... |
| who looks through the manuscript of an article, corrects it, suggests changes and prepares it for printing | is called ..... |
| who sets up type for printing                                                                              | is called ..... |
| who buys a newspaper, magazine regularly                                                                   | is called ..... |
| who is engaged in publishing, editing or working for a newspaper                                           | is called ..... |

*b. Match the words on the left with the correct definitions.*

- |                  |                                                                       |
|------------------|-----------------------------------------------------------------------|
| 1. obituary      | A. critical assessment of a book, film                                |
| 2. leader        | B. leading editorial article                                          |
| 3. horoscope     | C. regular article about celebrities                                  |
| 4. review        | D. announcement of a death, with a short biography                    |
| 5. gossip column | E. phrase or title at the top of an article                           |
| 6. headline      | F. humorous or satirical drawing                                      |
| 7. deadline      | G. time limit for reporting news                                      |
| 8. cartoon       | H. prediction of someone's future according to the sign in the zodiac |

## VI. THE RADIO AND THE TELEVISION

1. Fill in the following CV format:

### CURRICULUM VITAE

1. Family name: .....
  2. First names: .....
  3. Date of birth: .....
  4. Nationality and Passport No: ROMANIAN - .....
  5. Civil status: .....
  6. Contact address: .....
- tel.: +40 .....

7. Education:

<i>Institution</i>	<i>Faculty of</i> .....
<i>Date: from (month/year):</i> <i>to (month/year)</i>	<i>October 19...</i> <i>October 19...</i>
<i>Degree(s) or Diploma(s):</i>	Bachelor of Arts
<i>Institution</i>	<i>Faculty of</i> .....
<i>Date: from (month/year):</i> <i>to (month/year)</i>	<i>October 19...</i> <i>October 19...</i>
<i>Degree(s) or Diploma(s):</i>	Master of Arts in .....
<i>Institution</i>	<i>University of</i> ....., - <i>Faculty of</i> .....
<i>Date: from (month/year):</i> <i>to (month/year)</i>	<i>October 19...</i> <i>May 19...</i>
<i>Degree(s) or Diploma(s):</i>	<b>Post-graduate in .....</b>

8. Language skills: (Mark 1 to 5 for competence)

<i>Language</i>	<i>Reading</i>	<i>Speaking</i>	<i>Writing</i>
Romanian	Mother tongue		
English	5	5	5
French	5	4	3

9. Membership of professional bodies:

- .....

10. Other skills: computer literate

11. Present position: .....

12. Years within the firm: .....

13. Key qualifications:

- .....

14. Professional Experience Record:

<i>Date: from (month/year)</i> <i>to (month/year)</i>	<i>October 19...</i> <i>June 19...</i>
<i>Location</i>	....., Romania
<i>Company</i>	.....
<i>Position</i>	.....
<i>Description</i>	..... (what your tasks are)

15. Others:

- dynamic, pro-active
- good communication/organisational skills

2. *Interview Myths.* Here are some assumptions about job interviews, some correct, some not. Decide which of them are real tips for success in an interview situation.
1. a. While waiting in the office, you should just sit and wait to be called.  
b. I can predict and prepare for 80% of the questions the interviewer will ask me. Preparation will help me do well.  
c. If the interviewer asks me if I have any negative points or weaknesses I should indicate that I have none.  
d. It is perfectly acceptable to call the employer within two weeks of submitting my job application materials to ask when I might expect to hear about the final decision. They often fail to do that.  
e. The most important time of the interview is the last five minutes, when I discuss salary, ask about hiring decision and close the interview.  
f. I should keep my answers as short as possible, so the interviewer will have time to ask more questions.  
g. I can also ask questions regarding the organisation of the company.  
h. I should say that I am looking for a job which can offer me greater challenge and more opportunities for using my skills.  
i. Most employers issue invitations to interview by phone.
  2. a. My job interview begins as soon as I walk through the office door. As I might be under observation all the time, I could ask the secretary some friendly questions about the organisation, in case they ask her opinion about me.  
b. The interviewer is the only one who can ask questions.  
c. Be tactful, by turning a possible negative situation into a positive one. For example, “I tend to neglect my family because I often work too late.”  
d. I should mind how I look and sit. What the interviewer thinks about me in the first minutes will set the tone of the interview.  
e. I cannot prepare for an interview because: I do not know if I will get an interview; I do not know what the interviewer will ask; actually, once I am invited to an interview, I almost have a job.  
f. Once I submit my application papers for the job, the proper thing to do is to wait until I hear from the employer.  
g. The interviewer is looking for thoughtful answers that indicate some depth on my part. So I should go from general responses to specifics that indicate my depth of knowledge and interest.  
h. If asked why I am leaving my job, I should criticise my colleagues or say I find my present work boring and underpaid.  
i. Invitations to interviews normally come by letter or telegram.

## 3. Fill in the blanks with modal verbs:

1. As the others insist on it you .....as they say. 2. You .....go to Predeal, you look very tired. 3. "You .....finish your work before going on holiday". "I know I.....". 4. I .....take these pills three times a day. 5. You .....smoke cigars, they will ruin your health. 6. I want to get thinner. What .....I do? You .....see a doctor about it. 7. You .....stop drinking, or else you will get drunk. 8. If you .....kindly wait here, I'll look for him. 9. I expected him to be reasonable, but he .....listened to me.

## 4. Rewrite the following sentences beginning with "He said", "He didn't know":

1. What will John do about it?
2. You can go there if you try.
3. May I leave the room now?
4. Will you come to my place tomorrow?
5. I must see him immediately.
6. You needn't do such a bad thing.
7. Can I come with you?
8. You must read this book.
9. You shall go to the university.
10. Must I attend the meeting?

## 5. Translate into English:

a. 1. Mai bine ai sta acasă până te simți mai bine. 2. Trecuse de miezul nopții și am propus să plecăm, dar el nici nu voia să audă. 3. Aș prefera să nu-ți spun ce știu despre el. 4. Fereastra nu se deschide, trebuie să o repari. 5. Ar trebui să te duci la concert, de ce să-l pierzi? 6. Să răspund la telefon? 7. Îmi pare rău, nu s-ar fi cuvenit să spun asta. 8. Nu îndrăzni să le povesteacă prietenilor întâmplarea de teamă să nu râdă de el. 9. Trebuie să mă duc acolo chiar acum? Nu, nu este nevoie. 10. Eram sigură că prietenul meu nu va avea curajul să-mi spună ce gândește.

b. Stau deseori pe un scaun în cărciuma mea preferată, să beau un pahar de bere și să citesc ziarul de seară. Abia dă cu ochii de mine, când Tom își trage scaunul lângă al meu și începe: "Poate am dreptate, sau poate greșesc", spune el, "dar e un lucru pe care trebuie să-l admit, Elena e sigur cea mai drăguță fată din lume!" Rareori mă iartă de povara de a-l asculta. Câteodată îmi vine să-i zic: "Hei, bătrâne, mai curând mi-aș citi ziarul decât să te ascult", dar de obicei nu mă lasă inima să-i spun. Îmi zic doar mie: "Chiar trebuie să vorbească atât de mult despre ea? De ce uită că există o limită a drepturilor prieteniei și că prietenii nu ar trebui să devină atât de groaznic de plicticoși? Ar trebui să existe o lege împotriva acestui lucru. Cât despre mine, dacă stau să îl ascult de fiecare dată când mă duc la cărciumă, nu-mi rămîne decât un singur lucru de făcut, să-mi schimb cărciuma. Și apoi nici nu mă interesează frumusețea Elenei. Sigur, nu îndrăznesc să-i spun toate astea lui Tom.

*6. Translate into English:*

Suscitate de televiziune, controversele asupra efectelor mediilor audiovizuale au continuat să agite spiritele. Unele persoane au rămas obsedate de teama că televiziunea, prin impactul direct și masiv al mesajelor, amalgamează sistemele de valori și criteriile aprecierilor estetice, ducând la degradarea vieții culturale, iar pe de altă parte, că aceasta îndeplinește mai curând o funcție conservatoare, în sensul că este utilizată de telespectator pentru a-și confirma opiniile și valorile existente mai curând decât pentru a le schimba. Televiziunea, se subliniază adeseori, are efecte puternice, dar acționează preponderent în direcția conservării atitudinilor și valorilor dominante ale sistemului.

*7. Translate the following text and then summarise it in your own words.*

Historians identify four stages in the evolution of broadcast programming. The first covers the debut of commercial radio in the 1920s. Having no precedents, experiments and entrepreneurs were unsure about what kinds of programmes people would like to hear. Radio attracted thousands of personalities from many fields. Commercials were brief and discrete. The second period is called “the golden age of radio”, beginning with 1928. At the time, the airwaves were filled with action and adventure, with vaudeville comedy, and the first entertainers appeared. The third stage of programming lasted from 1945 until the early 1950s, when television began its explosive growth. Unlike that of radio, the debut of television was free from confusion about what constituted effective programming. Television was perceived as “radio with pictures” and the structure of the industry was modelled on those of radio; performers and executives were drawn from radio. At the beginning of the fourth stage, the golden age of television, the reconstituted radio programmes dominated the television ratings. The variety show was the most popular programme, then the action-adventure programmes took over.

**8. Fill in the blanks:**

Motion pictures and ... are possible because of two... of the human perceptual system: the phi phenomenon and the persistence of ... . The phi phenomenon refers to what happens when a person sees one light... go out while another one close to the original is illuminated. To our eyes, it looks like the light is actually... from one source to another. In persistence of vision, our eyes continue to see an image for a ... second after the image has actually disappeared from view.

*These are the missing words: quirk, source, television, split, vision, moving*

**9. Remember the following words and phrases. Try to make sentences with them:**

Electronic media: *radio, wireless set, tape-recorder, cassette recorder, record player, transistor, walkie-talkie, hi-fi/stereo equipment.*

Wave lengths: *short, medium, long, ultra-short, VHF.*

Activities for radio and television: *to broadcast, to be on the air, to turn/switch on/off, to turn down the volume, to listen to, to turn over to another channel.*

What is wrong with your TV set? *Flashing; hissing; stripes on the screen, it has atmospherics, distortion of the picture, the pictures go blank.*

**10. Translate they following sentences, paying attention to the verbs to rise and to raise:**

1. Ultimul congres al partidului de guvernământ și-a închis ședința.
2. Micii întreprinzători au reușit să scoată din sărăcie numeroase familii americane în secolul trecut.
3. La ultima ședință, nimeni nu a ridicat nici o pretenție referitoare la data următoarei întrevederi.
4. Pentru a contracta un împrumut, orice firmă trebuie să prezinte o documentație riguroasă.
5. Mă tem că această problemă s-a ridicat și în anii precedenți, dar nu a avut nici un ecou.
6. Și-a făcut o mulțime de dușmani din cauza felului său arrogант de a fi.
7. Deși se trezește foarte devreme, întârzie aproape de fiecare dată.
8. Se spune că mariile companii americane au ridicat mulți președinți la putere.
9. Această persoană reușește întotdeauna să se ridice la înălțimea situației.
10. Astăzi este tot mai greu să fii în ton cu moda.

## VII. REVISION

1. Write a short letter to Professor Jane Baker of Oxford University to thank her for leading the workshop you organised at the faculty in Bucharest. Mention that you hope to invite her next year to talk about another aspect of the same topic.
  2. A friend recently recommended a holiday company for particular destination. You took his advice and had a wonderful holiday. Write a note to thank him for his recommendation and describe one or two highlights of the holiday.
  3. Write a letter of application to an advertising company which has published in the local newspaper the specifications for the position of copywriter.

*4. Translate into English:*

Ar trebui să-l scrie. Trebuie să-l scrie. A putut să-l scrie. Se poate să-l fi scris. Probabil că l-a scris. Ar fi putut să-l scrie. Poate să-l scrie. Va putea să-l scrie. Ar putea să-l scrie. Va trebui să-l scrie. S-ar putea să-l scrie. Ar fi trebuit să-l scrie. Nu era nevoie să-l scrie. Nu i s-a permis să-l scrie.

*5. Translate the following text:*

Strether hesitated. "No – she's not well, I'm sorry to have to tell you".

"Ah", said Chad, "I must have had the instinct of it. All the more reason then that we should start straight off".

Strether had now got together hat, gloves and stick, but Chad had dropped on the sofa as if to show he wished he would make his point. He kept observing his companion's things; he might have been judging how quickly they could be packed. He might even have wished to hint that he would send his own servant to assist.

*6. Provide an alternative sentence beginning with the words in bold:*

- I think he should leave at once. It's time .....
- John thinks he knows all the answers. He talks as if .....
- I would like you to clean the blackboard instead of telling jokes. I'd rather .....
- Why didn't you tell me first thing in the morning? I wish .....
- My sister is getting married to a crook. I hope she'll change her mind. If only.....
- John wants to play the piano in order to earn money. He wants to play the piano in order that .....
- I will tell him the truth to avoid being punished. I'll tell the truth for fear that .....
- Go change that dress immediately! I insist that .....
- It would be better for you not to obey the order. You had better .....
- How about teaching them a lesson? I suppose .....

*7. Choose the correct form:*

- What do you usually do in your free time?
  - I am swimming and reading a lot.
  - I go swimming and do a lot of reading.
  - I have been swimming and reading a lot.
  - I am always reading and swimming.
- Why do you feel so tired now?
  - I have been working too much recently.
  - We painted our flat.
  - I am being ill so I am receiving treatment.
  - I have got a flu.

3. Thank you for the lovely dinner. This roast ... ....
  - a. tastes superb.
  - b. is tasting superb.
  - c. has superb taste.
  - d. has been tasting superb.
4. I wonder ... ....to make it.
  - a. how long it did take
  - b. how long did it take
  - c. how long it took
  - d. how long took
5. Here you are at last! ... ....for you for 35 minutes.
  - a. I have been waiting
  - b. I have waited
  - c. I had been waiting
  - d. I waited
6. He ... ....to me about his future plans over a year ago.
  - a. has spoken
  - b. had last spoken
  - c. last spoke
  - d. recently spoke
7. The parties ... ....agreement last week if they had had more time.
  - a. must reach
  - b. could reach
  - c. could have reached
  - d. might reach
8. I am sorry I haven't given you a ring, I ... ....too busy over the past week.
  - a. was
  - b. have been
  - c. had been
  - d. am
9. It is high time ... ....where to go this summer.
  - a. you will decide
  - b. you decided
  - c. you should decide
  - d. for deciding
10. If you ... ....decide very soon, you will end up staying at home.
  - a. won't
  - b. don't
  - c. wouldn't
  - d. aren't to
11. It's a pity you didn't come to England. As you ... ....there before, you would have enjoyed every minute of the trip.
  - a. weren't
  - b. haven't been
  - c. hadn't been
  - d. had been
12. I ... ....her something confidential, but I changed my mind.
  - a. was to tell
  - b. wanted to say
  - c. was going to tell
  - d. was going to say
13. ... ....half of the villa had burnt down.
  - a. By the time the firemen arrived
  - b. By the time the firemen had arrived
  - c. When the firemen arrived
  - d. When the firemen had arrived
14. When you ... ....him again you will surely notice the difference in his appearance.
  - a. see
  - b. will see

- c. are going to see
  - d. are seeing
15. He said he ... ... ...to go to the theatre as he had seen Hamlet three times.
- a. didn't want
  - b. doesn't want
  - c. wouldn't
  - d. won't
16. I ... ... ...that my teeth are in a bad state.
- a. told
  - b. am said
  - c. have been told
  - d. have been said
17. I ... ... ...it was a good idea, but now it is too late.
- a. wouldn't think
  - b. think hardly
  - c. don't think
  - d. mustn't think
18. I wonder what the problem is. The guests ... ... ...come about seven.
- a. should
  - b. ought to
  - c. should have
  - d. ought to have to
19. Your hair is very untidy. You ... ... ....
- a. can have it cut.
  - b. need have it cut.
  - c. should have it cut
  - d. need cutting.
20. I wish John ... ... ...drink so much at every party.
- a. did not
  - b. does not
  - c. would not
  - d. not to

8. Discuss in the space given below the ethics of media.

*9. Translate into English:*

1. Profesiile necesită o pregătire specială. Meseriile necesită muncă manuală calificată.
2. Zidarii, zugravii, geamgii, dulgherii, electricienii, instalatorii și tâmplarii lucrează cu toții să construiască o casă.
3. Economiștii sunt specializați în management, marketing, comerț, finanțe sau contabilitate.
4. La aceste birouri sunt angajați funcționari, dactilografe și secretare.
5. Avocatul apărării s-a întâlnit cu avocatul acuzării și cei doi au hotărât să ceară schimbarea judecătorului.
6. Regizorul, actorii și actrițele au făcut grevă pentru că nu erau plătiți suficient.
7. Mecanicul de locomotivă s-a plâns șoferului de taxi că are o muncă foarte grea.
8. Țesătoarea a dus pânza croitoresei care a făcut o rochie frumoasă și apoi s-a întâlnit cu pălărierul pentru ca acesta să facă o pălărie potrivită.

*10. Translate into English:*

Puține întreprinderi au ca scop comunicarea. Majoritatea întreprinderilor au un alt scop: de a vinde un produs sau serviciu, de a satisface o nevoie socială, de a realiza planuri sau de a duce unele politici. Și totuși, pentru a face toate acestea, întreprinderile consumă enorm de mult timp, energie și bani comunicând. Oamenii din întreprinderi comunică în multe feluri: de la om la om, discuții în doi, în grupuri neofociale, în ședințe, oral, la telefon, în scris, cu ajutorul calculatoarelor sau terminalelor, prin scrisori și rapoarte. Toate aceste metode alcătuiesc aşa-zisa comunicare verbală.